METHOD FOR SYNDICATING ONLINE CONTENT

ABSTRACT

A method and system for making available syndicated content on-line from a variety of content providers while enforcing the exclusivity requirements for each of the content providers. The method prevents conflict between the exclusivity requirements, expressed as distribution parameters, of the different content providers by examining the proposed distribution parameters before the content is accepted for distribution. New content is rejected if its distribution parameters are in conflict with the existing content. The content is distributed to a purchaser if there are no conflicts between the distribution parameters for the requested contents and purchaser properties. Purchaser properties may include such items of information as purchaser identification, geographical location, income, age, business classification, demography or combinations thereof. By comparing the personal properties with the distribution parameters, the content controller server can determine whether the purchaser is qualified to view the requested content.